

# Forever Young

Dr. Paul Jarrod Frank is the Upper East Side's own fountain of youth



Dr. Paul Jarrod Frank

Living well in New York includes a fashionable combination of watching what you eat, regular exercise and coping with life's stresses, all while trying to look your very best. Regardless of one's regimen, the inevitable effects of time and the environment take a toll on us. But it seems that the old days of the aggressive nip and tuck are almost gone, and it is getting easier and safer to get a little extra help battling time. With the rapidly advancing pace of the beauty industry and the seemingly infinite options out there, it is crucial to entrust your skin to an experienced physician that is also on the cutting edge. It is no surprise to find such a specialist on the Upper East Side's Fifth Avenue.

Dr. Paul Jarrod Frank is the director of the Fifth Avenue Dermatology Surgery & Laser Center. Board-certified in Dermatology and Dermatologic Surgery, Dr. Frank is renowned for his minimally-invasive cosmetic techniques, and has generated much buzz among New York City's elite as the go-to doctor for Botox, fillers, laser surgery and liposuction. In his state-of-the-art facility, which includes a surgically accredited operating suite and over 20 different cosmetic lasers to choose from, Dr. Frank's center creates a medical and aesthetic experience akin to our native city—professional, stylish and comforting. With an international clientele, Dr. Frank considers every patient a V.I.P. in his upscale boutique practice.

A recognized expert in the field of cosmetic dermatology, Dr. Frank is published throughout the consumer and medical literature and is regularly quoted in beauty magazines, as well as appearing as an expert commentator on national broadcast shows like "Good Morning America" and "Access Hollywood," amongst others.

He also advises some of the world's leading aesthetic technology companies. Aside from his reputation as a celebrity dermatologist and "lipo guru," he currently serves as Clinical Assistant Professor and director of the Cosmetic Dermatology Clinic for training residents at New York University Langone Medical Center.

AVENUE caught up with Dr. Frank to chat about what makes him tick while turning back the clock for Manhattan's A-list.

**Why did you enter the field of cosmetic dermatology?**

I was always more of an artist than a jock growing up, so working with my hands and doing something aesthetic was something that came somewhat naturally to me. Dermatology is such an amazing field in that the skin is the largest and certainly most visible organ on the body. So much is perceived about someone, both positive and negative, by the quality of their skin. I wanted to be part of that.

**Tell me about the spectrum of procedures offered by your practice.**

procedures a year in my facility solely under local anesthesia. The rest of my practice is Botox, a variety of volumizing fillers and several medical devices used for various cosmetic conditions.

**What are the most popular procedures in your practice right now?**

Aside from the huge demand for quick and safe body sculpting, non-surgical, filler-facelifts are extremely popular. With a variety of fillers, skin tightening devices and some artistic technique, I can perform a natural looking, non-surgical facelift very safely and quickly.

Unfortunately, people only notice the bad work. This is why it is important to seek out a specialist that is also willing to say "no" to certain requests. Also, when people hear about a new beauty fix, they wrongly assume that it is ideal for everyone. It is so important to be adept at several techniques in order to tailor treatments to a patient's particular needs.

**What are the new advancements in your field?**

The most exciting work right now is what is called fractional resurfacing. We are increasingly fine-tuning ways to literally

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I head a small team of doctors that treat and perform procedures on any malady of the skin, both aesthetically and medically, from rashes to wrinkles, scars, sun damage and skin cancer. I have physician associates that see to general dermatology and a plastic surgeon on staff that performs more invasive surgical procedures. All procedures in my facility are physician-performed to ensure quality of care.

**What procedures do you currently specialize in?**

About 30-40 percent of my own practice is minimally invasive liposuction utilizing several lasers and ultrasound-based devices. Patients are sculpted back into their "skinny" clothes and back to work in 48 hours. I perform over 300 of these

**What is your primary goal or challenge when seeing new patients?**

My goal with every patient is to make them look as good as they feel, and vice versa. Keeping a very natural look is most important. You don't want people to notice what you've had done—you just want them to notice that you look great. This is the New York aesthetic. I have an intricate palette of options to choose from that allows me to customize treatments for each patient. I always try to convince people that subtle physical changes will make for dramatic cosmetic improvements.

**What are the misconceptions about what you do?**

First is the impression that cosmetic enhancement has to look fake.

replace wrinkled, scarred or sun damaged skin with greater efficacy and far less risk and downtime than with older lasers. This is an area of my research.

**What are your favorite aspects of your job?**

I am very lucky to be in a field that is artistic, has rapidly advancing technology and has high patient satisfaction with long lasting doctor-patient relationships. As a physician, I am proud to be equal parts teacher and student, learning new techniques and passing them on to my residents and peers.

**If you had a motto, what would it be?**

Great skin is the most important and permanent fashion accessory, wear it well. ♦

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